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coming from the smaller towns to buy. The Indians still bring pottery to sell retail in towns that they visit during a fiesta. One of these is the barrio of Lok'ibal in the municipio of Villa Carranza, where people go on the third Friday of Lent to get holy water from the spring.

The Indians have not taken advantage of the truck to buy pottery wholesale and market it directly in the smaller towns, selling from the truck in the plaza as some of the wholesale fruit truckers do. Another operation which they have failed to profit from is buying the wheat harvest and selling to government warehouses, as some of the Ladino truckers do.

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Lack of capital is the major reason for failure to exploit these opportunities. In marketing the contraband liquor, which is the most flourishing of the new enterprises, the Indians have not yet entered into the external markets except in the case of one young unmarried mother. Wholesale purchases are made by Ladinos, primarily women, from other towns who resell the liquor in Comitán and on the coast. There is however, a well-developed home market since all contracts are sealed with the offering of liquor, the "gift of the gods," all court fines are paid in liquor, and the main gift in betrothal is liquor. The cantinas with phonograph players opened by the cooperatives operate very successfully on Saturday night and during fiestas. The internal market for liquor is controlled by a syndicate of the forty-two independent liquor distillers. The price is set at 4 pesos per liter for all buyers, with the buyer providing the bottle.

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Agricultural production is not geared to a market, and Indians do not take advantage of fluctuations in price. Wheat yields a lower return per unit of land than corn, but it is grown for two reasons: the Indians believe that crop rotation of corn and wheat prevents depletion of the soil, and wheat requires less work since no cultivation is needed. Wheat is a cash crop and none of it is milled or consumed directly in town. Poor families sell their wheat "standing" to Teopisca truckers. The price given the grower is usually about 90 pesos per hundred kilograms, and it is resold at 110 or 120 pesos in Tuxtla or to the government storehouses. Wheat is sometimes brought directly to San Cristóbal millers who give 120 per hundred kilograms. Corn is primarily a subsistence crop when grown in the center. Corn grown in hot country ejido land is now sold in Teopisca and

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